

## Health Promotion Service – Project Overview

<b>TITLE</b>	<p>Health Champion Scheme</p>
<b>NATIONAL TARGETS / LOCAL PRIORITIES</b>	<p><b>Cornwall and Isles of Scilly Primary Care Trusts Strategic Outcomes 2009/10:</b></p> <p>SO3 Help people who smoke to quit and remain smoke free</p> <p>SO6 Improve mental health and well-being</p> <p>SO9 Reduce the gap between people with the best health and those with the poorest health by targeting support where needed most</p> <p>SO10 Help people to live longer and raise life expectancy in Cornwall and the Isles of Scilly to match best levels in Europe</p>
<b>SCOPING</b>	<p><b>Giving Time Beats Obesity, Make A Difference Day Survey (ICM Research July '04)</b></p> <ul style="list-style-type: none"> <li>• Nearly half of all volunteers (47%) say volunteering has improved their physical health and fitness</li> <li>• 25% of people who volunteer more than five times a year say volunteering has helped them lose weight (20% overall)</li> <li>• 60% of 18- 24 year olds say volunteering has improved their fitness and nearly a third (32%) say volunteering has helped them lose weight</li> <li>• 22% of 18 – 24 year olds say volunteering helps them cut down on alcohol</li> <li>• 20% of people who have volunteered for over two years and 19% of those who volunteer once a month or more say volunteering helps them drink less alcohol</li> <li>• Nearly a third (30%) of 18 – 24 year old smokers say volunteering helps them smoke less. 21% of smokers who have volunteered for over two years say that volunteering helps them smoke less</li> <li>• 9% of men and 8% of women said that volunteering has improved their sex life! This compares with 17% of volunteers aged 18 – 24 years old.</li> <li>• 15% of all volunteers say volunteering had led them to eat less chocolate</li> </ul> <p><b>Giving Time Beats Stress, Make A Difference Day Survey (ICM Research September '04)</b></p> <ul style="list-style-type: none"> <li>• Half of people (48%) who have volunteered for more</li> </ul>

	<p>than two years say volunteering makes them less depressed</p> <ul style="list-style-type: none"> <li>• 71% of volunteers who offer their professional skills and experience say volunteering helps combat depression</li> <li>• 63% of 25 – 34 year olds say volunteering helps them feel less stressed</li> <li>• 62% of over 65's say volunteering reduces stress</li> <li>• Almost 1 in 3 (31%) 18 – 24 year olds say they have taken less time off work since volunteering</li> </ul>
<b>AIM(S)</b>	<ul style="list-style-type: none"> <li>• To continue to build on existing partnerships through the volunteer scheme and create new partnerships.</li> <li>• Help Health Promotion projects to increase their capacity through having volunteer assistance.</li> <li>• Ensure all CRBs are done for volunteers and kept up-to-date.</li> <li>• Ensure that the volunteer feel valued by Health Promotion.</li> <li>• Raise the profile of Health Champions through media coverage, events etc.</li> <li>• Increase the amount of Health Promotion projects using Health Champions.</li> <li>• Ensure all Health Champions have up-to-date training, and have access to addition training if required.</li> <li>• Help Health Champions back into employment.</li> </ul>
<b>OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• To support and develop all volunteers that sign up to the Health Champion scheme.</li> <li>• Health Champion Scheme to hold quarterly meetings throughout the year involving the volunteers, projects and partnership organisations.</li> <li>• Continue partnership working with Volunteer Cornwall to develop our volunteer base &amp; also to help develop the existing volunteers either through further training or other agency opportunities.</li> <li>• Health Champion Co-ordinator to continue attending sessions with the projects and volunteers, to gain a better understanding of the roles and activities a Health Champion takes part in.</li> </ul>
<b>PROJECT TARGETS and BEHAVIOURAL GOALS</b>	<ul style="list-style-type: none"> <li>• To maintain the number of Health Champions.</li> <li>• Increase the number of opportunities available to Health Champions.</li> <li>• To identify a further 10 training opportunities that can be opened up to the Health Champions to assist in improving skills and enhance their volunteering experience.</li> <li>• Identify employment opportunities for 5 Health Champions.</li> <li>• Each new Health Champion will complete a</li> </ul>

	<p>questionnaire at the start of their volunteering and then again 6 months later, to measure the health and wellbeing change of the volunteers working within Health Promotion.</p> <ul style="list-style-type: none"> <li>• To continue the reviewing and updating of all the Health Champion policies and terms of reference.</li> <li>• To organise an event for the volunteers, as a thank you from Health Promotion.</li> <li>• To continue publicising the work of the Health Champions by attending 8 events either through organised events or media coverage.</li> </ul>
<p><b>THE PROPOSITION</b></p>	<ul style="list-style-type: none"> <li>• Make contact / meet with all Health Champions</li> <li>• Contact all non-active Health Champions and adjust accordingly.</li> <li>• Publicising the work of the Health Champions either by events or media.</li> <li>• Hold a celebration day as a ‘thank you’ from Health Promotion.</li> <li>• Ensure more Health Champions are accessing the training on offer.</li> <li>• To continue to liaise and support all Health Promotion projects.</li> <li>• Hold a Health Champion Steering group meeting every quarter.</li> <li>• Continue good partnership working with Volunteer Cornwall.</li> <li>• Use the reward scheme set up for Volunteers.</li> <li>• Continue to review the Health Champion Scheme project from both the volunteers and the projects feedback and develop.</li> <li>• Review the partnership agreement, terms of reference and policies.</li> </ul>
<p><b>EVALUATION</b></p>	<ol style="list-style-type: none"> <li>1. Keep emails and relevant correspondence</li> <li>2. Feedback from participants (health promotion projects, volunteers, Volunteer Cornwall and other partnership agencies)</li> <li>3. Health Champion Database</li> <li>4. Health Champion ‘P’ files</li> <li>5. Project interactions and attendance</li> <li>6. Minutes of meetings and steering groups attended</li> <li>7. Health Promotion Newsletter</li> <li>8. Health Promotion Website</li> <li>9. Any other media coverage produced</li> <li>10. Diary sheets</li> <li>11. Health Questionnaires</li> </ol>
	<ul style="list-style-type: none"> <li>• LEAP Active</li> </ul>

<b>DELIVERY PARTNERS and Stakeholders</b>	<ul style="list-style-type: none"><li>• Eatsome</li><li>• Stop Smoking Service</li><li>• Community Health Development team including the Health Trainer service</li><li>• Health Promotion Admin and Information team</li><li>• Workplace Health</li><li>• Healthy Gay Cornwall</li><li>• Sun Safe</li><li>• Speakeasy</li><li>• Volunteer Cornwall</li><li>• Mobilise</li><li>• Weight Matters</li><li>• EEFO</li><li>• Cornwall Healthy Schools</li><li>• BTCV</li><li>• CN4C</li></ul>
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